



KSA Communication Policy

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From KSA Secretary General on
request**



President: Sonny Pillay, **Vice President:** Albert Marais,
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1. Policy Overview

- i. The purpose of this policy is to establish operating guidelines which will facilitate effective management of KSA's Communication to its members and to external stakeholders
- ii. Whilst fulfilling their Mission, Reputation is crucial to Karate South Africa (KSA) because reputation affects KSA's ability to have credibility for their Membership and other organisations both locally and on the International Arena.
- iii. Reputation and perceptions are influenced by people's contact with and conduct within KSA, as well as by what the broader Karate community say about KSA, and by what they see and hear about KSA through various communication into and out of the organisation such as Print media, marketing materials and word of mouth, Therefore, it is important to positively influence the KSA reputation through various actions and to limit the risk of damage to that reputation through careful management of KSA's brand and communication and to ensure that the right message is reaching the market and that conduct of officials, holding positions and members within KSA is correct, through correct policies and procedures.
- iv. The purpose of this policy is to provide clear principles and guidelines for communication within KSA and KSA Structures and the way Regions, Provinces and Members communicate with KSA and external organisations.
- v. This Policy will also outline the different Roles and responsibilities in terms of communication within KSA and the way the communication is socialised with the broader KSA Community, Provinces, Affiliates and external parties. This policy will outline what is communicated, and by whom and when.
- vi. This policy will ensure that communication takes place in a coordinated and uniform way in accordance with this policy between Regions, Provinces, Affiliates to KSA.
- vii. This document serves to clarify how KSA communicates - KSA is committed to two-way communication with all its membership, Provinces, Regions, Affiliates and External Stakeholders, building relationships with its internal and external stakeholders and to form partnerships with membership as well as the broader public and private sector.

2. Guiding Principles of this document

- i. This Communication Policy seeks to ensure that KSA acknowledges the importance of communications as a strategic management function and as an integral part of its daily functioning. It demonstrates that KSA is committed to a transparent and effective communication process with its internal and



external stakeholders and will do so by a process of information dissemination of information through an outlined process.

- ii. KSA acknowledges that it has a responsibility to inform its stakeholders of identified issues and progress made with projects and results achieved in addressing its mandate.
- iii. Provinces, Region, Affiliates and members have the responsibility to ensure that all communications and activities are done in accordance with this policy and procedures. This requires all communication and communication-related activities to be determined by this policy. Provinces also have the responsibility to ensure that their Regions and members communicate to KSA with strict adherence to this policy.

3. Policy Statement

- i. It is the policy of KSA to provide necessary information to its internal and external stakeholders about All KSA Matters that are relevant to the Provincial, Regional and membership base, in a transparent and orderly manner. This has to be done in an accurate, timeous, relevant and understandable manner;

4. Communication Roles and Responsibilities

- i. To ensure effective communication and compliance to the Communication policy, the following roles and responsibilities are adopted:

5. Communication Procedure

- i. All correspondence to KSA from its Provinces, Regions and membership base must be channeled through the Regional President or Regional Secretary to the Provincial President or Provincial Secretary and through the Province to the KSA Secretary General, irrespective of the nature of the correspondence.
- ii. It will be the responsibility of the Region to send communication to the Province and for the Province to send communication to KSA through the KSA Secretary General. Strict compliance to this is required. This applies to all correspondence that has relevance to any KSA Structure.
- iii. Correspondence of any nature that has relevance to KSA, relating to KSA, Provinces, Regions or members is to be directed to KSA, via the Regional President or Secretary, Provincial Secretary or the President of the Province and carbon copied (cc) to the President of that Province.
- iv. No telephonic communication will be accepted as official or binding unless reduced to writing via the correct channels and correct process as set out in this policy.



- v. No SMS text or What's app or similar messages via cellphone devices or social media messenger will be accepted as official and binding unless reduced to writing on an official letterhead or official email, signed by the Provincial President and submitted through the correct channels and process as set out in this policy.
- vi. Communication that is deemed, conflict of interest or has the nature of a grievance or demand letters, with copied and pasted signatures, will not be accepted as official and binding. All formal documents sent to KSA Via the respective Regions and Province is required to be signed in wet ink by the President of the Region/Province before being forwarded to KSA.
- vii. KSA will disregard all communications not received via the correct channel or through the correct process as referred to in paragraph 1 above and section 6 above. However, if it is found that there has been a violation of protocol on this matter, action will be taken by KSA against the guilty party.
- viii. All Provincial Secretaries are to ensure that all communication sent out by KSA is kept confidential and may only be distributed to Regions and/or members on instruction to do so.
- ix. All correspondence is to be followed-up and responded to as soon as possible.
- x. No correspondence whatsoever is to be directed to Karate South Africa (KSA) directly by any member, dojo, Region or Affiliate. All correspondence must be directed through the correct channels to the Provincial Secretary or Provincial President. The Provincial President must authorize all correspondence that is forwarded to KSA and ensure that The correct procedure is as follows:-
 - a. Member must approach the Region (President or Secretary)
 - b. Region (President or Secretary) must approach the Province (Secretary or President)
 - c. Province (President or Secretary) must approach KSA (Secretary General).
- xi. Any correspondence not submitted and dealt with through the correct channels may result in disciplinary action being taken by KSA against any guilty party.
- xii. In **exceptional circumstances**, where a member/ Region has followed ALL the correct procedure and can show evidence that this procedure has been followed and can show that the Region or Province has failed to deal with or respond to the matter and that all reasonable means to communicate to the respective Province and to KSA through the correct channels, have been exhausted and all other avenues to communicate correctly have been exhausted, then, and only then may such a member, Region or Affiliate approach KSA directly via the Secretary General of KSA. Relevant proof that all avenues have been exhausted require to be provided to KSA.
- xiii. Under no circumstances may any member of any or any Region/ Province or member of KSA, through the region, in person or otherwise, approach SASCOC directly. The correct procedure is to be followed as is set out in paragraph 5 above. If KSA is unable to assist with the matter or the matter is not dealt with procedurally or accurately at the highest level of KSA, may the complainant request the Region and then the Province (via the Secretary) to



address the matter with KSA who will provide leave to approach SASCO. No individual complaints may be directed directly to SASCO or any other KSA Supplier. There are no exceptions to this clause and Failure to follow this procedure will lead to severe disciplinary action being taken against the individual / Dojo/ Region/ Province, by KSA and the highest penalty imposed which could include Suspension from KSA.

- xiv. All members of KSA are to refrain from slandering, disparaging, insulting or defaming either KSA, Provinces, Regions, Clubs, Dojos, Members of the Executive of KSA / Provincial Structures or Regionals structures, Instructors, KSA Suppliers or individual members of KSA in any format whatsoever and in particular on social media or on any other public platform. This practice could lead to disciplinary action being taken against the individual and the highest penalty imposed which could include Suspension or Expulsion. Should any dispute arise, the correct procedure in accordance with this policy should be followed.
- xv. Should Challenges arise at Provincial / Regional or Dojo level, the correct procedure as reflected in this policy document should be followed to obtain relief. Should this procedure not be followed strictly and should it be found that any Member / Dojo/ Region or Province have approached any external party / supplier or any other body that KSA is affiliated to, in order to seek relief without first following the procedure set out in this policy, this could lead to disciplinary action being taken against that individual / Dojo/ Region/ Province and the highest penalty imposed, which could include Suspension or Expulsion.
- xvi. No member may copy, download, upload, post, process or distribute logos, letterheads or information belonging to KSA or that of its Affiliations, unless written permission to do so is requested and approval received in writing that they may proceed with such an action. Failure to comply with this could lead to severe disciplinary action being taken against the guilty party and the highest penalty imposed, which could lead to Suspension or Expulsion.
- xvii. KSA will not entertain any communication which contains material of a sexist, racist, homophobic, xenophobic, pornographic, or similarly discriminatory and/or offensive nature.
- xviii. KSA will not, under any circumstances, entertain any correspondence / phone call/what's app/ sms messages or any other correspondence that does not emanate from the Province.
- xix. No member of KSA is permitted to communicate with any media on behalf of KSA. All media related matters must be referred to the KSA Secretary General, who will channel any media matters to the correct KSA Executive. Violation of this clause will result in severe disciplinary action being taken against the individual which could result in Suspension or Expulsion.



- xx. The KSA Executive in its entirety and as a collective, is the only body who holds the authority to override any term of the Communication Policy should this be in the best interest of KSA to do so.

Signed by KSA Executive members on this 8th day of **OCTOBER** 2017

President: Kyoshi Sonny Pillay

Vice President: Albert Marais

Secretary General: Gillian Elson

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